Pop-Up Cinema PESTLEC

**These are suggestions only.**

***Political***

Local Council permissions to allow the cinema to locate. Noisy event, poetically, so if in a residential area, look into the likelihood of councils giving the go-ahead.

Government support e.g. grants and financial support for the arts

***Economic***

Disposable income: Interest rates

Inflation

Concerned on spending on luxuries in times of slow economic growth / economic uncertainty

***Sociological***

Demographic trends – who visits the cinema the most? By gender, age, income …

General demand trends in cinemagoers – preferably pop-up cinemagoers

To what extent do people in the UK spend on going out? Is this product ‘recession proof’ i.e. something people will be willing to spend on even if they are broke?

***Technological***

Technology has changed to allow films to be screened anywhere. Look into evidence of this.

Marketing opportunities via tech e.g. m-commerce (phone apps) and the rise of social media as a choice of marketing media. Focus on whichever method you will be using for your promotion campaign in Part B.

***Legal***

Will you serve alcohol? If so, licensing laws

Consumer protection

Health and safety – crowds of people so things like how to safely manage an event.

***Environmental***

Litter – how this can be dealt with. Anything on waste management and how this happens at public events. Compare to festivals? How do they deal with this problem?

Noise pollution. Anything on the rise of any kind of pollution etc. arising from public events.

Congestion? Car parking?

***Competition***

Other pop-up cinemas

Other nights out in general e.g. 1 day festivals (consider those appealing to many age groups not just the young, in case they specify an older target market), pubs with beer gardens etc

Other traditional, brick cinemas

Look into the above but when you write up your PESTLEC analysis, it is ***what you do with this information*** that will generate the higher marks. Don’t just quote lots of research, USE the research to explain and back-up choices you make.

**ALWAYS explain and discuss the validity and reliability of the research / data you have collected.**